

Application No. 09/991,679
Amendment dated April 20, 2006
Reply to Office Action of December 20, 2005

Page 6

REMARKS/ARGUMENTS

Claims 26, 27, 30, 32, 33, 35, 36 and 37 remain pending.

Claims 28, 29, 31, 34 and 38 have been cancelled without prejudice or dedication to the public.

Claims 30 and 31 were rejected under 35 U.S.C. 112(2) as being indefinite. With respect to claim 30, the Examiner noted that "said account specific business information" in line 2 was not previously introduced. Claim 30 is ultimately dependent upon independent claim 26 and the term "account specific business information" is introduced at line 7 of the claim, thereby providing antecedent basis for this term.

In addition, claim 33 has been amended generally as suggested by the Examiner with respect to the user executed authorization step.

In light of the above, it is believed the objections under 35 U.S.C. 112 are overcome.

The dependency of claim 32 has been amended to depend from claim 26.

The present invention is believed to operate in an entirely different manner relative to the cited primary reference of Gropper, United States Patent 6,883,000 and/or the secondary reference of Endo et al.

As will be more fully explained, the present invention allows an "authorized user" to prepare a three panel business communication card that is printed and mailed to a selected

Application No. 09/991,679

Amendment dated April 20, 2006

Reply to Office Action of December 20, 2005

Page 7

client in a cost effective and controlled manner. The printed card is a combination of authorized "business information" and a "personal expression" entered by the user. It is sent to the client by regular mail. This is an effective printed personalized marketing communication available to the user at his discretion incorporating authorized business information.

In the present invention, a system for preparing and printing personalized business communication cards is defined where the system allows access by a browser over the internet to a web server. The web server includes separate accounts for business and each business account includes account specific business information including graphic images, specific text messages, marketing communications associated with the wares of services of the business, as well as identification of different clients including identification and postal address contact information. This account specific business information is uploaded to the web server and made available to authorized users.

Each account includes authorized users of the account. These users are able to produce a personalized business communication card having at least three panels by selecting from the specific business information for specific panels of the personalized business communication card. The user is also free to enter a personal expression on one of the panels of the at least three panel card. The three panel personalized business communication card when appropriately authorized by the user will result in the web server cooperating with a printing and delivery arrangement to print and deliver the printed personalized business communication card to the specified clients and wherein each panel of said three panel printed business communication card includes front and rear surfaces and wherein one of the

Application No. 09/991,679
Amendment dated April 20, 2006
Reply to Office Action of December 20, 2005

Page 8

surfaces is an address surface that receives the client postal address contact information.

This invention allows for an automated system where a user can access a business account and produce the three panel personalized business communication card in a fast and cost efficient manner. The business has substantial control over the actual business communication card as different panels of the card are limited to the account specific business information that was previously uploaded and essentially approved by the business for this use. Furthermore, the system allows the user to personalize the business card by entering a personal expression as well as directing the card to a particular client. Typically, these cards are printed on high quality paper stock and are then sent by postal mail to the recipient. With this arrangement, the marketing department of a large corporation who are typically in control and dictate corporate logos and wish to review all business communications, have effective control on the business card by only uploading appropriate specific business information. A user, although he is limited with respect to this personalized business communication, is provided the freedom to write a personal expression to the client that may reflect a recent meeting, such as a golf game or chat at a convention, and as such, the end recipient is much more likely to open and retain this business communication card.

From the above it can be appreciated that the end recipient is not part of the process but merely receives this high quality business communication by mail. With the postal address provided on one of the panels of the card, this type of business communication card can be mailed in a cost efficient manner and does not require any coordination of a labeled envelope and a separate addressed card. By providing this service over the INTERNET and the coordination of the combined

Application No. 09/991,679

Amendment dated April 20, 2006

Reply to Office Action of December 20, 2005

Page 9

results from authorizations of the various clients, a substantial card volume is available to the printer to make the entire process cost effective. It would certainly not be possible to have a printer produce such a card on a "one off basis" without the present invention except at substantially higher costs.

The system of the present invention does not require any coordination by the end recipient. The end recipient merely receives the final product. The system does require the coordination of the set up of the account to include the specific business information as well as the identification of authorized users of that particular account and a user who wishes to send such a communication to a particular client. The prior art does not operate on this basis and in fact, teaches away from a system which results in the cost effective delivery of a printed three panel card by conventional postal mail services.

Gropper United States Patent 6,883,000 is essentially a business card management system. This patent teaches a system where business card information is loaded on a web server in combination with a universal contact locator or "UCL" which may be the card issuer's email address. Basically, the card issuer stores his business contact information as well as advertising information on the web server system to be accessed using the universal contact locator. The card issuer also must provide on his business card, the web address of the server, for example to allow the end user to contact the server.

With this Gropper system, when a person (card recipient) receives the business card of an issuer who has recorded his contact and advertising information on the web server, this card recipient has the option of contacting the web server and downloading the contact information to his own automated system. As described in the Gropper patent, the card recipient has to

Application No. 09/991,679

Amendment dated April 20, 2006

Reply to Office Action of December 20, 2005

Page 10

install certain software on his own computer and also be registered with the web server. As noted in column 3, lines 52 through 60, the Gropper invention

"provides a method to deliver electronic advertisements and news information directly to targeted recipients. The present invention provides a method of collecting detailed information about the recipient/viewer of advertising, as well as the source and timing of advertisement. The present invention provides a method of combining the logos and other advertisements of multiple businesses into a single business card."

This column further states the card holder (issuer) of business cards subscribes to a service system thus becoming a subscriber, and provides all of his/her contact information to the server system. In column 4, the patent further states that additional non traditional business contact information, such as mission statements, etc. can also be associated with this particular business card. As can be appreciated from a reading of the patent, the card holder issuer stores all of this information on the server."

As outlined in column 5 of the Gropper patent, lines 4 through to the bottom of the column, a user of this system is a person who has received the business card of an issuer. This user, i.e., the recipient of the business card, must contact the server system and must also register or become a subscriber of the server system. Once he has registered with the server system, he must download a client program from the server system and install it on his own computer. He is then able to use the

Application No. 09/991,679
Amendment dated April 20, 2006

Reply to Office Action of December 20, 2005

Page 11

email address or the UCL code provided on the business card to access the business information previously stored by the card issuer. It is only after all of these steps, as well as the recipients' decision to contact the server that any business information is provided to him.

As the Examiner can appreciate, use of this system is effectively determined by the user deciding to contact the server computer. His reasoning for contacting the server computer would be to receive in electronic form, business contact information contained on the business card that he was given. This is indeed a complicated system and is specifically designed to obtain electronic information of a traditional business card.

The reference in the Official Action to column 35 and the business card shown in Figure 15, is merely referring to how the issuer of the business card, when he prints his business card in a traditional manner unrelated to the server, also includes on his business card the particular URL or the UCL. This information allows the ultimate recipient of the card to locate on the server system the information he wishes to receive.

A particular example of a user accessing the system is described in column 8, lines 5 through 15. Therefore, although Gropper does disclose a system with certain information stored on a server computer for access by a user, it does not disclose a system for producing and printing the personalized business communication card as specified in the claims. The user in the Gropper patent is actually the card recipient in the present case. According to the present invention, this card recipient merely receives the card and has no interaction with the server computer. Furthermore, according to the Gropper patent, there is no teaching of a system where certain business information is uploaded and stored on a computer that must be used in

Application No. 09/991,679
Amendment dated April 20, 2006
Reply to Office Action of December 20, 2005

Page 12

association with certain panels of a three panel business communication card. Furthermore, there is no teaching of a system where one panel of such a card is used for entry of a personal expression to the ultimate card recipient, nor is there the cooperation with a separate printing and delivery service to print such a business communication card and send by postal mail, the card to the recipient.

Gropper when read in its entirety, effectively teaches away from the present invention. Gropper is a complicated system that attempts to provide communication in electronic form of specific business contact information initially, and then subsequently associate with that additional business communications. The Gropper system clearly is a "pull arrangement" where the end user must decide to access the particular business information of a subscriber to the server system. In contrast, the present invention is a simple arrangement for providing the printing and delivery of a three panel business communication card to a particular client. The present system is a "push arrangement" and does not require the recipient to decide to seek out this particular information.

Gropper when considered in its entirety effectively teaches away from the arrangement disclosed in the application and claimed in the amended claims.

The present applicant as well as Gropper, was seeking a solution to the problem of providing an effective arrangement to convey business information to a business acquaintance. Gropper seeks to provide this effective communication of business information by making the information available on the INTERNET and associated with a particular code entered on the business card of the issuer. The ultimate user then accesses this information and as it is being communicated over the INTERNET, it

Application No. 09/991,679
Amendment dated April 20, 2006
Reply to Office Action of December 20, 2005

Page 13

is possible to provide a host of additional information in excess to the traditional business card information. (See column 1, line 55 to column 2, line 65)

The Gropper solution is in direct contradiction to the system as claimed. In the present application, although this type of information is being communicated to the end user, the system is designed to allow it to be pushed to that end user without his request for the particular information, and to also provide this information in a flexible manner and to print it and deliver it by mail in combination with a personal expression that the user has entered.

The Gropper patent and the present invention are seeking a method to effectively communicate business information to a user. The ways in which this is accomplished are in direct contradiction to one another. It is therefore submitted that the Gropper patent effectively teaches away from the present invention and does not anticipate the invention as claimed.

The secondary reference of Endo et al. is similarly deficient and teaches a different solution. The Endo system effectively asks the user to expose a particular card recipient that he wishes to send a card, to a host of unsolicited advertising. The advertising is tailored according to certain trades or characteristics that the originating party has entered that allegedly are reflective of the card recipient. Businesses are presently bombarded with junk mail and unwanted advertising and solicitations which waste valuable time and require considerable investments in time and technology to avoid such unsolicited advertising. Therefore, a person skilled in the art would not seek to combine the Gropper or Endo structures. They are effectively separate and distinct and incompatible systems. Even if such references were combined, they would not operate in

Application No. 09/991,679
Amendment dated April 20, 2006
Reply to Office Action of December 20, 2005

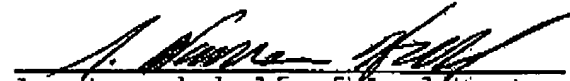
Page 14

the manner presently claimed and disclosed and there is certainly no control of the particular business information and the personal expression required according to the claims of the present application in association with the particular three panel card.

We are forwarding by mail for the Examiner's review and consideration, sample three panel business communication cards produced by this system.

In view of the above, reconsideration and allowance of the application is requested.

Respectfully submitted,


Agent on behalf of Applicant.
S. Warren Hall
Registration No. 30,350
(416) 368-8313

WH/sdw